

Message Text

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ORIGIN COME-00

INFO OCT-01 AF-06 EUR-12 ISO-00 EB-07 /026 R

DRAFTED BY COM/SAD/MCLEVELAND/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/DM/HHEIKENEN

COM/EM/JDOYLE

EUR/RPE/RBRESLER INFO

----- 000417

R 230005Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

AMEMBASSY BONN

AMEMBASSY HELSINKI

AMCONSUL MILAN

AMEMBASSY STOCKHOLM TEL AVIV

INFO AMCONSUL AMSTERDAM

AMCONSUL DUSSELDROF

AMCONSUL FRANKFURT

AMEMBASSY LAGOS MUNICH

UNCLAS STATE 301079

E.O. 11652 NA

TAGS: BEXP, XG, IS

SUBJECT: OUTLINE FOR SUBMISSION OF DATA RE IN-STORE

--- PROMOTIONS PROPOSALS

1. IN ORDER TO ASSURE A WELL PLANNED PROMOTION PROGRAM WHICH WILL REFLECT FAVORABLY ON THE FINAL OUTCOME OF ANY IN-STORE PROMOTION WHICH MAY BE PROPOSED FOR CONSIDERATION IN FUTURE FISCAL YEARS, THE FOLLOWING INFORMATION SHOULD BE OBTAINED FROM DEPARTMENT STORES PROPOSING A PROMOTION OF U.S. CONSUMER GOODS:

--A. IDENTIFICATION OF THE RETAIL OPERATOR: THE POST

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--- SHOULD INDICATE WHETHER THE STORE IS FINANCIALLY AND

--- OPERATIONALLY CAPABLE OF SUCCESSFULLY CARRYING THROUGH
--- THE PROJECT.

--B. DESCRIPTION OF THE PROPOSED PROMOTION:

-- 1. PROJECTED VOLUME OF PURCHASES AT MANUFACTURERS
SELLING PRICE.

, LISTING OF PRODUCT CATEGORIES TO BE FEATURED.

2. LISTING OF PRODUCT CATEGORIES TO BE FEATURED.

---3. NEW-TO-MARKET PRODUCTS EXPECTED.

---4. PURCHASING PLANS: ARE BUYERS TEAMS, BUYING OF-
--- FICES, WHOLESALERS, ETC. TO BE USED?

---5. SALES PROMOTION PLANS: SPECIAL ADVERTISING, DIS-
--- PLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT EX-
--- PECTED TO BE SPENT AS SALES PROMOTION.

---6. DATES AND DURATION.

---7. NUMBER AND LOCATION OF OUTLETS INVOLVED.

---8. ANY PROVISION OF SPECIAL EXHIBITS, DECORATIONS.

---9. ASSISTANCE TO SPECIAL BUYING TEAMS TO BE SENT TO
--- U.S.

-- 10. ANY OTHER PERTINENT DATA WHICH WILL ENABLE COMMERCE
--- TO GET BETTER PROFILE OF THE STORES PROPOSING TO
--- HOLD IN-STORE PROMOTIONS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE301079
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/MCLEVELAND/POM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750444-1071
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751218/aaaaapuu.tel
Line Count: 93
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <30 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: OUTLINE FOR SUBMISSION OF DATA RE IN-STORE --- PROMOTIONS PROPOSALS
TAGS: BEXP, XG, IS
To: BERLIN MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006